

ABSTRACT

A model format storing unit stores a model format representing a cyclic process of brand knowledge creation.

- 5 Arrangement of dynamic evaluation parameters obtained by factor analysis of several indices for brand-creation process evaluation is set in the model format. A target brand parameter acquiring unit acquires dynamic evaluation parameters for a target brand. A model creating unit arranges the dynamic
- 10 evaluation parameters for the target brand in accordance with the setting of the model format. In this way, a model of the target brand is created and outputted. The dynamic evaluation parameters are six parameters of contact, cognition, interaction, coherence, characterization, and alignment.
- 15 With this model, circulation of brand knowledge creation is represented with appropriate parameters.